

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/13

Advertiser Making Request: McCaskill

Political Party or  
Nature of Advertising Message: Democrat

Flight Dates: 8/14-8/19

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL  
1215 Cole St  
St Louis, MO 63106

Media Strategies & Research-Fairfax  
11350 Random Hills Rd  
Ste 670  
Fairfax, VA 22030

# Contract # 1354024

Schedule Dates 08/14/12-08/19/12  
Advertiser McCaskill for Senate (22920)  
Agency Media Strategies & Research-Fairfax (2221)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand MCCASKILL FOR SENATE (447689)  
Salesperson HOUSE-ST LOUIS, KDNL (1716)  
Sales Office KDNL  
Buyer Name BEALE,RACHAEL  
Phone/Fax /  
CPE 11609  
Account Types Local/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments

Date Entered 08/13/12  
Last Modified 08/13/12  
Entered By Rita Schmidgall  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$891.00  
Net Total \$5,049.00  
Sales Tax

St Louis (KDNL)  
By Broadcast Month Spots Rate  
Aug. 2012 20 \$5,940.00  
Grand Total: 20 \$5,940.00

Handwritten initials/signature

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/15/12-08/17/12	2	:30	7A- ABC-Good Morning America					2	2	2		6	\$40.00	\$240.00	St Louis (KDNL)		8/13/12
2.0	Normal Line / SPOT	08/15/12-08/15/12	3	:30	8-58A- Peoples Court				1					1	\$200.00	\$200.00	St Louis (KDNL)		8/13/12
3.0	Normal Line / SPOT	08/16/12-08/17/12	3	:30	9-58A- ABC-The View				1	1				2	\$350.00	\$700.00	St Louis (KDNL)		8/13/12
4.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	10-01P- News-ABC 30 News at 10. m			1	1	1	1			4	\$125.00	\$500.00	St Louis (KDNL)		8/13/12
5.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	10-35P- ABC-Nightline			1	1	1	1			4	\$75.00	\$300.00	St Louis (KDNL)		8/13/12
6.0	Normal Line / Prime	08/15/12-08/15/12	3	:30	9P- ABC-20/20 (Wednesday)				1					1	\$1,200.00	\$1,200.00	St Louis (KDNL)		8/13/12
7.0	Normal Line / Prime Premium	08/16/12-08/16/12	3	:30	8P- ABC-Time Machine (Thursday)					1				1	\$1,500.00	\$1,500.00	St Louis (KDNL)		8/13/12
8.0	Normal Line / Prime	08/19/12-08/19/12	3	:30	7P- ABC-Secret Millionaire (Sunday)							1		1	\$1,300.00	\$1,300.00	St Louis (KDNL)		8/13/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised Add to Schedule McCaskill for Senate 2012

**Market:** St. Louis

**Flight Dates:** Tuesday, August 14, 2012 to Sunday, August 19, 2012

Estimate ID

11609

**Contact:** Andrea Schaffer/Rita Schmidgall

**Phone:** 314-436-3030

**Email:** Aschaffe@KDNL.sbgnet.com

**Fax:** 314-259-5502

**Direct:** 314-259-6505

**KDNL-TV**

1354024

OF  
Revised

Program Name	DP	Days Length	Gross Rate	Tue Aug 14	Wed Aug 15	Thu Aug 16	Fri Aug 17	Sat Aug 18	Sun Aug 19	Total
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$40.00 \$240.00		2	2	2			6
People's Court 9:00 AM 10:00 AM	DT	M-F 30	\$200.00 \$200.00		1					1
The View 10:00 AM 11:00 AM	DT	M-F 30	\$350.00 \$700.00			1	1			2
20/20 9:00 PM 10:00 PM	PT	W 30	\$1,200.00 \$1,200.00		1					1
Time Machine Chefs 8:00 PM 9:00 PM	PT	Th 30	\$1,500.00 \$1,500.00			1				1
Secret Millionaire 7:00 PM 8:00 PM	PT	Su 30	\$1,300.00 \$1,300.00						1	1
KDNL 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$125.00 \$500.00	1	1	1	1			4
Nightline 10:35 PM 11:05 PM	LF	M-F 30	\$75.00 \$300.00	1	1	1	1			4
<b>Station Gross Totals</b>			<b>\$5,940.00</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>5</b>		<b>1</b>	<b>20</b>

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/13/2012 2:28:50 PM

KDNL-TV

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**Flight Dates:** Tuesday, August 14, 2012 to Sunday, August 19, 2012

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1354024

Program Name	DP	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	2	\$40.00 \$240.00		2	2	2			6
People's Court 9:00 AM 10:00 AM	DT	M-F 30	3	\$200.00 \$200.00		1					1
The View 10:00 AM 11:00 AM	DT	M-F 30	3	\$350.00 \$700.00			1	1			2
Modern Family 8:00 PM 8:30 PM	PT	W 30		\$1,000.00 \$1,000.00		1					1
20/20 9:00 PM 10:00 PM	PT	W 30		\$500.00 \$500.00		1					1
Time Machine Chefs 8:00 PM 9:00 PM	PT	Th 30		\$1,000.00 \$1,000.00			1				1
Secret Millionaire 7:00 PM 8:00 PM	PT	Su 30		\$650.00 \$650.00						1	1
KDNL 10p News 10:00 PM 10:35 PM	LN	M-F 30	3	\$125.00 \$500.00	1	1	1	1			4
Nightline 10:35 PM 11:05 PM	LF	M-F 30	3	\$75.00 \$300.00	1	1	1	1			4
<b>Station Gross Totals</b>				<b>\$5,090.00</b>	<b>2</b>	<b>7</b>	<b>6</b>	<b>5</b>		<b>1</b>	<b>21</b>

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/13/2012 11:12:33 AM

KDNL-TV

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KDNL-TV St. Louis	<b>Date:</b> 8/13/2012
------------------------------------------------------	---------------------------

I, Media Strategies and Research,  
 being on behalf of: Claire McCaskill, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the Primary  
 election to be held on Tuesday, August 07, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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## SEE ATTACHED SCHEDULE

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
Tuesday, August 14, 2012	Sunday, August 19, 2012

**Total Gross Charges: \$5,940.00**


**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
 Denver, Colorado 80203  
 (303) 989-4700

11350 Random Hills Road, Suite 670  
 Fairfax, Virginia 22030  
 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

**McCaskill for Missouri 2012**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Michelle Sherod**

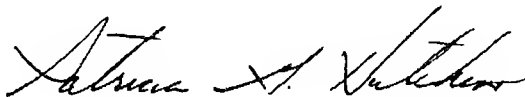
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, August 13, 2012

Date



Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted In Part

☐

Rejected

Signature

Printed Name

Title



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